



Gdansk
University of Technology



FOUNDATION
for CIVIL ENGINEERING DEVELOPMENT

Międzynarodowe
Seminarium

**GAMBIT
2008**



Public Communication as an Important Measure Supporting Technical and Operational Road Safety Performance on National Roads

Andrzej Maciejewski
General Directorate of National Roads and
Motorways



Gdansk
University of Technology



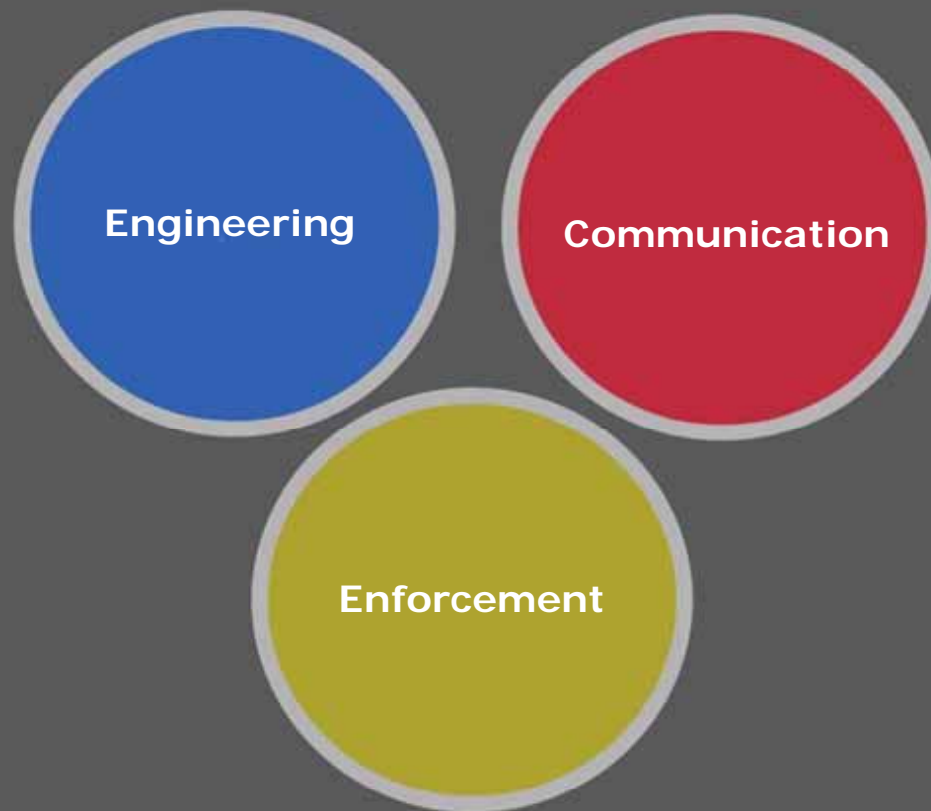
FOUNDATION
for CIVIL ENGINEERING DEVELOPMENT

Międzynarodowe
Seminarium

**GAMBIT
2008**



The basis of strategy „Roads of Trust”



Generalna Dyrekcja Dróg Krajowych i Autostrad



Gdansk
University of Technology



FOUNDATION
for CIVIL ENGINEERING DEVELOPMENT

Międzynarodowe
Seminarium

**GAMBIT
2008**



The role of communication in the strategy „Roads of Trust”



Building the awareness
of programme rules



Enhancing the awareness and
acceptance for programme rules



The change in road user's attitude



Gdansk
University of Technology



FOUNDATION
for CIVIL ENGINEERING DEVELOPMENT

Międzynarodowe
Seminarium

**GAMBIT
2008**



The character of communication activities



- Based on detailed strategy
- Under detailed, permanent monitoring
- Planned for many years ahead
- Systematically and consistently realized



Gdansk
University of Technology



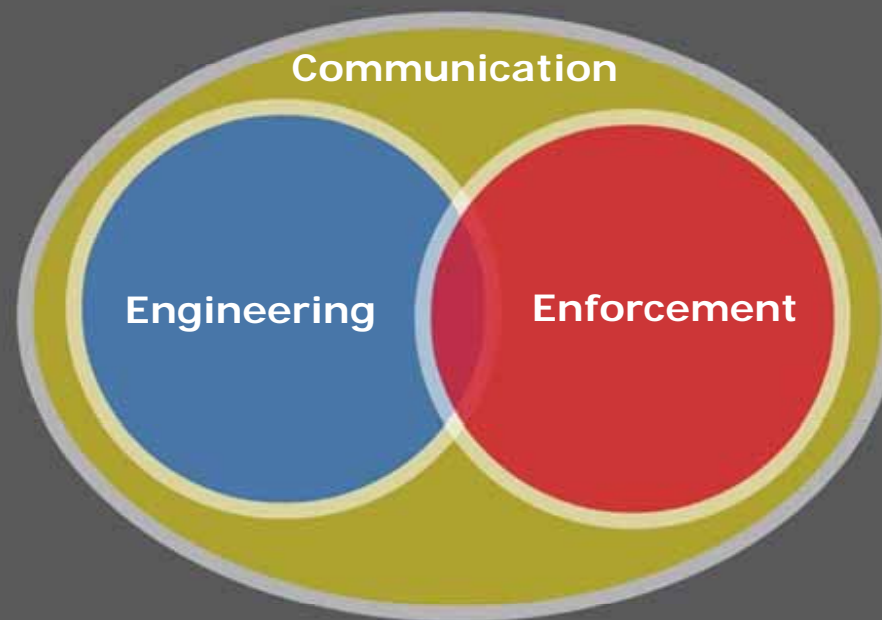
FOUNDATION
for CIVIL ENGINEERING DEVELOPMENT

Międzynarodowe
Seminarium

**GAMBIT
2008**



The character of communication activities from 2007 to 2009



Generalna Dyrekcja Dróg Krajowych i Autostrad



Gdansk
University of Technology



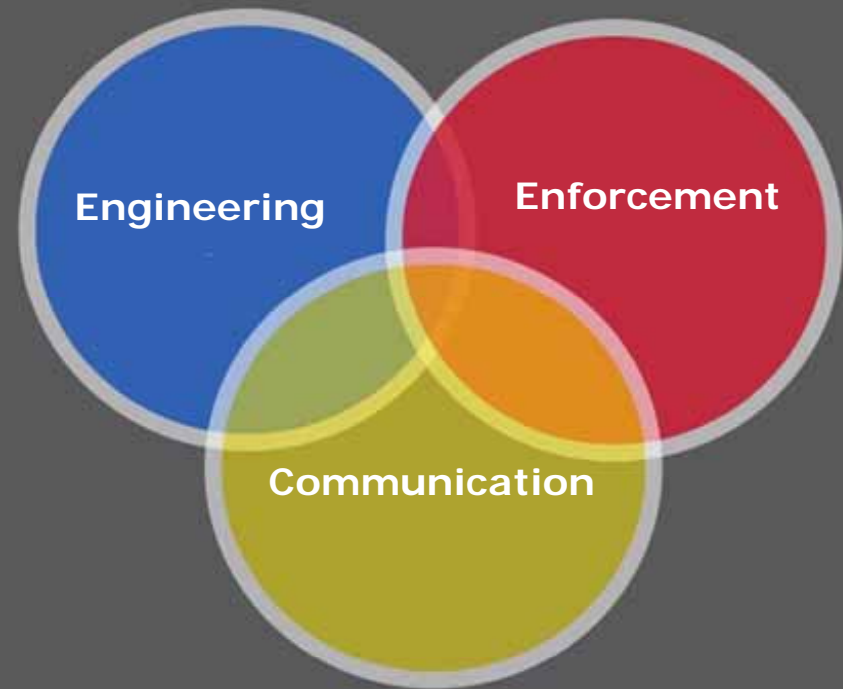
FOUNDATION
for CIVIL ENGINEERING DEVELOPMENT

Międzynarodowe
Seminarium

**GAMBIT
2008**



The character of communication activities from 2010 to 2013



Generalna Dyrekcja Dróg Krajowych i Autostrad



Gdansk
University of Technology



FOUNDATION
for CIVIL ENGINEERING DEVELOPMENT

Międzynarodowe
Seminarium

**GAMBIT
2008**



Effective techniques of building the awareness of programme rules



TRADITIONAL METHODES:

- Media campaigns – press, radio, TV, Internet
- Publications
- Outdoor

INNOVATIVE METHODES:

- Active happenings
- Stative happenings
- CB announcements

INNOVATIVE USE OF COMMUNICATION CHANNELS:

- Church
- The Internet



Gdansk
University of Technology



FOUNDATION
for CIVIL ENGINEERING DEVELOPMENT

Międzynarodowe
Seminarium

**GAMBIT
2008**



Synergy of strategical activities

- **Category of truth**
Renovation works Control
- **Category of evidence**
Decrease in the number of fatalities
Experiences from different countries



Gdansk
University of Technology



FOUNDATION
for CIVIL ENGINEERING DEVELOPMENT

Międzynarodowe
Seminarium

**GAMBIT
2008**



Thank you for your attention

Generalna Dyrekcja Dróg Krajowych i Autostrad